

The UK 2019 Scholarship Programme Guide

The art of marketing is no longer a management process. It's the means to create a positive and profound impact on the world we live in.

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Our Why

There are many development programmes which will teach you how to be a better marketer and many more that can tell you how to become a better leader. We deliver the only programme that will also show you why.

We live in a world where the role of business has never born such a responsibility for the future of the planet and the health and wellbeing of those living on it. Marketers are the interface between what a business can do and what its customers will buy. This valuable two way dialogue needs to reflect our times and embrace values which will see businesses lead their customers towards a fairer and more sustainable world.

The need to invest in talent has never been greater provoking questions such as:

- **How can we identify our brightest & best minds and equip them with the values, beliefs, behaviours and skills to be outstanding?**
- **How can our emerging leaders access C-Suite leaders to learn from their wisdom and experience?**
- **How can they gain rich insight and knowledge from the diverse thinking in other industry sectors?**
- **How can our high potential talent learn best practice from around the globe and be inspired to create world changing results?**

"The Marketing Academy Scholarships without doubt are the ultimate accelerator for marketers"

Jack Lowman
The Prince's Trust

Who we are

The Marketing Academy is a not-for-profit organisation founded in the United Kingdom in 2010, Australia in 2015 and USA 2018.

We identify and develop exceptional talent in Marketing, Communications, Media & Advertising by providing a forum for C-Suite executives, marketing experts, business leaders and coaches to inspire, develop and mentor an entire generation of future leaders.

Within the UK we run programmes for different levels:

The Fellowship — For CMOs

The Scholarship — For emerging leaders

The Apprenticeship — For young people

What we do

To deliver the Scholarship Programme we unite an entire ecosystem: brands, media owners, creative agencies, media agencies, industry associations, academic institutes and leadership organisations.

We bring together CEOs, CMOs, entrepreneurs, authors, subject matter experts, inspirational speakers, founders of charities and sporting legends who contribute to the curriculum on a pro-bono basis ensuring the Scholarship is a totally unique, immensely powerful learning experience.

We then select just 30 emerging leaders in Marketing, Media, Communications and Advertising to experience this 9 month, part time programme, together.

The Marketing Academy programmes are highly selective. We only take those with the talent, drive, motivation and potential to be exceptional. For those selected, our programmes are completely free of charge.

"The Scholarship has transformed the way I think about the C Suite. It's gone from a pipe dream to an attainable goal"

Emily Byrne
L'Oréal

The Scholarship Programme explained

The 9 month curriculum includes our 4 P's: core modules through which we empower our Scholars to be the best they can be.



Personal

Become an extraordinary human being

Unleash potential, build confidence, challenge beliefs and change behaviours, improve performance, supercharge communication skills



People

Become an inspirational leader

Build high performing teams, inspire phenomenal results, boost leadership skills



Professional

Become an exceptional marketer

Skills development in marketing strategy, digital transformation, innovation, leading creativity, behavioural economics, customer insight, future trends



Purpose

Become a change maker

Understand 'purpose' in every context, pay forward learning into charity sector, be an ambassador for change

These Modules are delivered across 4 learning streams

Residential Boot Camps

Three separate immersive events packed with leadership development, CEOs, inspirational speakers & master classes

Scholarship Lectures

Attend up to four lectures each hosted by recognised subject matter experts

One-to-One Mentoring

Meet face to face with up to 8 high profile experienced and influential CEOs and CMOs

Executive Coaching

Regular sessions with a dedicated Coach who will facilitate personal development

Scholars attend approximately 15 days of learning during 9 months

"The Marketing Academy offers professional development like no other. I feel like it has elevated my thinking to another level and that in years to come I will look back at it being a really crucial, wholly positive juncture in my career "

Harry Dromey
Channel 4

Selection Criteria

Whether your experience is in a consumer or B2B brand, public or charity sector, media or creative agency, media owner or platform, entrepreneur or working for companies large or small, all applicants will be assessed equally against strict criteria.

What we are looking for:

- Ideally between 5 and 15 years in a marketing or agency role
- Already in a leadership role or position of significant influence
- Highly ambitious to further career in marketing leadership, aspiring to board roles
- Demonstrates commitment to career with evidence of results and achievements
- Evidence of commitment to broadening horizons, such as world travel and further education
- High emotional intelligence
- Naturally driven to succeed
- Interests in charitable, social, cultural, creative or sporting endeavours
- Employed full-time (not freelance) in the UK with no known risk of resignation, redundancy or termination

Please note: We have Scholarships available for individuals who do not have a 'classic' marketing background. Those who have demonstrated exceptional potential as natural marketers or who have shown outstanding entrepreneurial ability or exceptional achievement in the face of adversity will be considered.

"The Marketing Academy has been a real accelerator to my development. The insight I've gained into myself, the marketing profession and leadership has been a unique and priceless experience "

Helen Tupper
Microsoft

Selection Process

The Scholarship Programme is free but highly selective so we ask senior business leaders to nominate the best of their emerging leaders via www.themarketingacademy.org.uk. All nominees then receive an 'Invitation to Apply' which includes essential information about the 3 stage selection process.

Nominations for the 2019 Scholarship Programme close 18th February 2019

Application — Submission deadline 25th February 2019

This 3-part application must include submission of a full CV, 'Employer's Endorsement' and a 2 Minute 'Showcase Me'. Nominees will be informed of their progress no later than 22nd March 2019.

The Pitch — 25th March to 5th April 2019

Successful applicants will be invited to make a 10 minute 'pitch' followed by a 15minute Q&A. The Pitch will be face to face where possible or via Skype / phone.

Panel Interviews — 23rd April to 29th April 2019

Successful applicants will be invited to a face-to-face interview with a selection panel of Marketing and HR Professionals.

Successful applicants will be notified if they have a Scholarship place by 3rd May 2019

As the attendance to all Boot Camp's is mandatory for all Scholars, selection is contingent on availability to attend them in full.

Boot Camp One	13th to 17th May 2019
Boot Camp Two	19th & 20th Sept 2019
Boot Camp Three	23rd & 24th Jan 2020

" The Scholarship was quite simply the most career defining programmes that I've ever been on...It's almost impossible not to come out the other side with a clearer sense of purpose, not only about your work but about your whole life"

Paul Ridsdale ITV

Important Stuff:

About the Boot Camps...

There are three Boot Camps, the first takes place over five days and the following two are two days. Attendance at all the Boot Camps is mandatory and they take place in or near London. They require a total of six nights accommodation which must be paid by the delegate or their employers.

About the costs...

It's free to attend the programme but as a not-for-profit we can't contribute to expenses incurred by delegates while travelling to mentoring meetings, coaching sessions, or learning events. Any expenses incurred must be met by the delegate or their employers.

More important stuff...

Scholarship places are not transferable to other individuals. Furthermore if a Scholar changes employer during the programme we reserve the right to terminate their place.

Attendance...

To ensure the programme creates the greatest impact delegates must dedicate 15 days to attend the programme.

Location...

Most of our learning events take place in London and the South East of the UK. Scholars who are unable to travel may have less exposure to mentors and fewer opportunities to attend lectures.

For more information

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The Marketing Academy in the UK, US and Australia is sponsored by and partnered with:

